

MaHA Rocks Press Kit



MaHA Rocks – a singer-songwriter, guitarist.

Genre: Rock

Based in: Kyiv, Ukraine

Label: Unsigned/Indie artist

Brand Ambassador at Audiation Magazine (www.audiationmagazine.com)

Short Bio

MaHA Rocks is a Ukrainian rock singer, songwriter, guitarist and recording artist. Growing up in artistic family, she absorbed a love for all genres of music but no genre was in her face as much as Rock. **MaHA Rocks** eventually found she could not escape from being obsessed with electric guitar sounding and she has developed strong guitar skills.

Being a solo artist she released a debut album in 2011 and played numerous gigs in her home city. **MaHA Rocks** works on serious lyrics from inner perceptions to international problems, which are accompanied with strong motivation, hope and optimism. As for her music, instrumental parts usually are made in New York, when her vocals are recorded in Kyiv or Dubai. **MaHA Rocks** doesn't stay apart in the process of creating music being all in it exploring and expressing the sound.

Bio

MaHA Rocks has started writing and performing music since 11 October 2011, when her debut album '*In My Mind*' saw the world. The next year the songs got place in TOP 100 best songs of NBTRadio (Berlin, Germany) and got into the list again in 2015. She became a finalist of the competition '*Hottest New Artist*', held by the USA organization ASCAP in 2012.

She has been a student of Berklee College of Music (Boston, USA) and successfully graduated with distinction diploma in vocal styles and music production. **MaHA Rocks** has also diploma in International Economy (Kyiv, Ukraine). In 2014 she released new versions of '*Deep Trip*' and '*In Mind*' songs, which were recorded in professional studios of New York and Dubai and arranged by OSCAR-winning arranger. During the studies in Berklee College of Music, **MaHA Rocks** collaborated with American songwriter Kevin Nevel, releasing '*I Am a Ukrainian*' and '*The Same Old Thing*' songs.

On 11 November 2015 **MaHA Rocks** released a debut video of '*I Am a Ukrainian*' song that has been related to the international problem of terrorism, local wars and military aggression. The video received Akademia Music Award (USA) for Best Pop Video in January 2016 and had around 80k YouTube views. In 2016 **MaHA Rocks** released music videos of the songs '*The Same Old Thing*' and '*In Mind (New Version)*'.

Mass Media

MaHA Rocks' music and videos have consistent rotation on radio stations, TV platforms and mentions in magazines and press. Here are some of them:

- National, international and online TV: OTV music channel (Ukraine), MTV, MTV Australia, Blank TV, IndiMusic TV, Amazon Fire TV, Flipps, Roku TV, FilmOn TV.
- UK radio stations: HFM 102-3, Somer Valley FM, WLDN Radio (London).
- Europe radio stations: NBTRadio (Berlin, Germany), Active Radio (Rionero in Vulture, Italy).
- Ukraine radio stations: Українське радіо.
- Pacific Asia radio station: Paradisemoon 100 Radio.
- Australia radio stations: KEDG Radio (Sydney)
- USA radio stations: HNA Network, Rockers Dive Radio, Rokkus Radio, RelaxFreeRadio.org, KXRL Radio (Los Angeles, California), WMIC Radio (Miami, Florida), KHSX Radio (Houston, Texas), ROTR Radio (Denver, Colorado), Hot Wax Radio.
- Magazines and press: Audiation Magazine (UK, as a featured artist and Brand Ambassador), Daily Music News (USA), Elegant New York (USA), VENTS Magazine (USA), ArtSkin (Ukraine), LiRoom (Ukraine), Crush em Hi-Fi (Brazil).

Contests

2012 – finalist of the international competition ‘*Hottest New Artist*’, held by the USA organization ASCAP for indie artists.

2016 – winner ‘the Best Pop Video’ for the song ‘*I Am a Ukrainian*’, held by Akademia Music Award (USA).

2017 – finalist of the Internet voting among 500 contestants from Ukraine, held by the first Ukrainian music award for indie artists APPS Music (Ukraine).

Press and Music Critic Reviews

“Depicting the demise of romance, the vocals work perfectly in this piece with dark lows you could get lost in among passionate highs. **MaHA Rocks**’ sounds are all very unique, and simply edgy and sexy, just great music. I’m certainly looking forward to hearing more from this eclectic Ukrainian artist.” - *Audiation Magazine (UK)*.

“Here is something very appealing about your voice. You have an interesting accent, but it’s charming and adds to the appeal. You have a very innocent sound in your vocals, but the hardness of the music doesn’t seem to clash with it at all. I like this song. The music is simple, but expressively performed and produced with a “big” sound in the mix, so it doesn’t get boring. The way the melody fits on the music along with the quality of your vocals give the song a dreamy kind of feel and it didn’t take me long to begin smiling after it started. You have a unique sound to your music and this makes it easy for the listener to identify you. The musicianship across the board is very good, and the production is professional-sounding. You’ve done an excellent job of writing, performing and producing a rockin’ song in a style all your own. Keep up the great work! Thanks for letting me listen to your music.” – *Music critic review of ‘Deep Trip’ song by Leslie Bialik, rock music critic and promoter from San Francisco, USA.*

“I like this song too. It is fairly simple musically, but you have ups and downs in volume and intensity throughout the entire tune, so it’s not boring. And you also keep the same tempo and flow even through those dynamic changes, so the listener has some continuity. I loved the guitar solo for both its memorable tone and the musical story it told. The things I said about your earlier submission ‘*Deep Trip*’ also apply to this composition, which shows consistency in the quality of your music. Keep up the great work! You Rock!! Thanks for letting me hear another of your songs.” – *Music critic review of ‘Hope’ song by Leslie Bialik, rock music critic and promoter from San Francisco, USA.*

“Brilliant music **MaHA Rocks**, I really enjoyed listening to your awesome tracks, keep up the truly wonderful work, you are amazing! Great talent, originality and creativity here, so glad that I found you; I am definitely a fan of your lovely music! God Bless you! My very best wishes to you from Reading in England.” – *Composer Robert Steven Hunt (UK)*.

“Hi Mary, You’re simply amazing; you remind me of Amy Lee; lead singer from Evanescence. All the best!” – *Kevin Nevel (USA)*.

“It’s a pleasure to get acquainted with your music. I wish you continuous inspiration and success!” – *Composer Serge Grimalsky (Ukraine)*.

“Spare instrumental styling leaves room for **MaHA Rocks**’ talented vocal appeal for help in this evocative and timely music video.” – *Akademia Music Awards (USA) review of ‘I Am a Ukrainian’ video.*

“‘*I Am a Ukrainian*’ is a deep heartfelt plea to the world to help those who are suffering. The visuals depict a journey in search of hope. This is intertwined with visuals of happy moments amongst families and friends dancing, and enjoying life – this joy is all that the people want. Blood seeps down.” – *Ruby, director of Audiation Magazine (UK)*.

“‘*I Am a Ukrainian*’ video has become the epigraph for today’s material dedicated to France on the pages of *Elegant New York*.” – *Tatyana Borodina, Elegant New York Magazine (USA)*.

Results of marketing campaign of focus group for ‘*Corner*’ song (listener’s opinions):

- It gives a warm feeling to anyone stuck in traffic, stuck without a ride or otherwise in limbo. The vocalist is singing from the perspective that in the moment of her watching, she has become curious about the person lost in thought.
- I like this song a lot. It reminds me of some 4 Non Blondes stuff from back in the day. It has a definite 90's rock feel to it and should be pitched as that.
- Song has a good rock feel. Nice vocals. Good lyrics. I could hear it placed in a show maybe on MTV, like the Real World.
- What I liked most was the sound of music as sound began with a weak and then dance and jump evolution for excellent.
- I loved it from the start. All performances are quality. Great arrangement. Would love to feature you.